

- Strategic issues require *top-management decisions*
 - Strategic decisions overarch several areas of a firm's operations .Usually only top management has the perspective needed to understand their broad implications And top managers have the power to authorize necessary resource allocations
- Strategic issues require large amounts of the firm's *resources*
 - They involve substantial allocations of people, physical assets, and money
 - Strategic decisions commit the firm to actions over an extended period
 - In highly competitive firms, achieving and maintaining customer satisfaction frequently involves commitment from every face of the firm